

A year of celebration



Macy's 100th Anniversary

A year of celebration



Macy's 100th Anniversary

BOARD
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A year of celebration



Macy's 100th Anniversary

R. H. Macy & Co., Inc.



ANNUAL REPORT

FOR THE FISCAL YEAR

ENDED AUGUST 2

1958

Indexed Ref. aids: Anniversaries

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ANNUAL MEETING The Annual Meeting of Stockholders of R. H. Macy & Co., Inc., will be held at 10:30 A.M. on Wednesday, November 12, 1958, at Hotel Statler, 7th Avenue and West 33rd Street, New York, New York, 18th floor, Penn Top. All stockholders are cordially invited to attend.

THE COVER This design motif has been used throughout the centennial year by Macy's New York in all manner of publicity media — from newspaper advertising to shopping bags. A special section beginning on page 22 is devoted to a report on Macy's 100th Anniversary Celebration.

R. H. Macy & Co., Inc.

151 WEST 34TH STREET, NEW YORK 1, N. Y.

A NEW YORK CORPORATION

FOUNDED 1858 — INCORPORATED 1919

DIRECTORS OF THE CORPORATION

ABRAHAM L. BIENSTOCK	DONALD KIRK DAVID	ROBERT MONTGOMERY
WHEELOCK H. BINGHAM	ROBERT W. DOWLING	DONALD B. SMILEY
JAMES F. BROWNLEE	ARTHUR L. MANCHEE	JACK I. STRAUS
EDWIN F. CHINLUND	EDWIN I. MARKS	RALPH I. STRAUS
GARDNER COWLES		DAVID L. YUNICH

OFFICERS OF THE CORPORATION

JACK I. STRAUS, *Chairman of the Board* WHEELOCK H. BINGHAM, *President*
DONALD B. SMILEY, *Vice President and Treasurer*

VICE PRESIDENTS

FREDERICK G. ATKINSON	J. BUCKLEY BRYAN	ABE HACKMAN
THOMAS V. BARBER	THOMAS M. GREEN	LEO MARTINUZZI

SECRETARY AND GENERAL ATTORNEY: CHARLES T. STEWART

General Auditors: Touche, Niven, Bailey & Smart, 233 Broadway, New York 7, N. Y.

Transfer Agent and Dividend Disbursing Agent: Bankers Trust Company, 16 Wall Street, New York 15, N. Y.

Registrar for Common Stock: Irving Trust Company, 1 Wall Street, New York 5, N. Y.

Registrar for Preferred Stock: The Chase Manhattan Bank, 40 Wall Street, New York 15, N. Y.

Trustee and Paying Agent for Twenty-Five Year 2½% Sinking Fund Debentures, due 1972:

J. P. Morgan & Co. Incorporated, 23 Wall Street, New York 8, N. Y.

Trustee, Paying Agent, and Conversion Agent for 5% Convertible Subordinated Debentures, due 1977:

City Bank Farmers Trust Company, 2 Wall Street, New York 15, N. Y.

R. H. Macy & Co., Inc.

AND CONSOLIDATED SUBSIDIARIES

FINANCIAL HIGHLIGHTS

	Fiscal year ended	
	August 2, 1958 (52 weeks)	August 3, 1957 (53 weeks)
OPERATING RESULTS		
Net retail sales	\$456,359,000	\$447,639,000
Earnings before Federal income taxes	13,389,000	14,386,000
Federal income taxes	6,800,000	7,400,000
Net earnings	6,589,000	6,986,000
DISTRIBUTION OF EARNINGS		
Cash dividends declared on —		
Preferred stock	\$ 1,078,000	\$ 1,078,000
Common stock	3,439,000 ¹	3,439,000
Earnings reinvested in the business	1,211,000	2,469,000
PER SHARE OF COMMON STOCK		
Taxes — Federal, state and local	\$ 8.63	\$ 8.69
Net earnings after preferred dividends	3.20	3.44
Dividends	2.00 ¹	2.00
Net worth — book value	43.58	42.88
FINANCIAL POSITION (at end of year)		
Working capital	\$ 67,826,000	\$ 71,468,000 ^{2(b)}
Ratio of current assets to current liabilities	2.9	2.9 ²
Accounts receivable, customers — net	\$ 26,797,000	\$ 29,339,000 ^{2(a)}
Merchandise inventories on Lifo basis	51,316,000	55,340,000
Outstanding merchandise purchase orders	28,380,000	31,501,000
Property and equipment — net	74,949,000	72,470,000
Long-term debt	58,904,000	60,873,000
Investment of stockholders	100,915,000	99,696,000
NUMBER OF STOCKHOLDERS (at end of year)		
Preferred	6,181	6,349
Common	19,860	19,041

(1) Excludes common dividend declared July 23, 1958, and payable October 1, 1958, of fifty cents per share, amounting to \$861,000.

(2) After giving effect to reclassifications described in (a) Note 2 and (b) Note 4 to the financial statements.

R. H. Macy & Co., Inc.



TO THE STOCKHOLDERS

DURING THE YEAR 1958, Macy's is celebrating its 100th birthday. It is a year during which the great store on Herald Square in New York has already received many heart-warming tributes locally and from all over the nation.

For the fiscal year (52 weeks) ended August 2, 1958, sales volume of the Corporation was the highest in its history despite the conditions of a nationwide recession. Sales for the year totaled \$456,359,000 — up nearly 2% over the preceding fiscal year (53 weeks).

Net earnings were \$6,589,000 or \$3.20 per share of common stock, after providing for dividends on preferred stock, which compares with \$3.44 per common share a year ago. This is a decline of \$397,000 from the preceding year, but it is higher than earnings from operations for any other year since 1949.

The regular dividend of \$2.00 per share, amounting to \$3,439,000, was paid during the year to holders of common stock. The usual dividends, aggregating \$1,078,000, were paid on the two classes of preferred stock.

During most of the months covered by this annual report the nation was in a period of general business decline. The extent to which department store business was affected varied considerably from city to city. From September, 1957, through the end of the spring of 1958, the

Federal Reserve System reported generally lower department store sales than for the preceding year — the decline being estimated at 2.5% for the country as a whole.

The fiscal year began well for the Corporation. Earnings increased for the first quarter, as compared to the corresponding quarter of the previous year, but the impact of the recession was felt in the later months. While some of our stores experienced moderate decreases in sales volume for the year, sales of new stores and increases in other units offset these declines so that total sales volume for the year increased.

Since July, 1958, Federal Reserve System reports have been showing increases in department store sales. It now appears that the 1957-58 recession, like the other declines of the postwar period, is to have a relatively short duration. In recent months an increasing number of business indicators have turned upwards, and there is a widespread feeling that the low point of general business activity was passed in April or May.

If the business upturn in this country continues to develop, as we now expect, we believe that Macy's is in a favorable position to increase both its sales and its earnings.

In addition to the general business decline, several factors have continued to have an adverse effect on earnings. The continued increase

in the cost of labor is one; the difficulty of achieving adequate gross margins in the face of increasingly active competition is another. Increased inventory shortages have been reported by retailers throughout the country. It is deplorable that a considerable part of the increase appears to be due to pilferage. We are working to improve operations through better control of merchandise and to decrease our costs through improved methods and higher productivity.

Our earnings were also substantially affected by a strike which began in November, 1957, against the three largest downtown stores in Toledo, including our Lasalle & Koch store. The strike had still not been settled when this report went to press. The basic issue is the union's claim to represent our employees. The only proper method for settling the issue is through a secret-ballot election, which has been directed by the National Labor Relations Board and would give our employees the right to choose or reject this union. Apparently convinced that it cannot win a free election, the union obtained a restraining order in a Federal District Court, preventing the National Labor Relations Board from proceeding with the election.

The conduct of this union has been repudiated by all six other unions with whom we have contracts in Toledo, and the members of all these other unions have been crossing the picket line and coming to work regularly since last December. The National Labor Relations Board still holds, as we do, that the striking union should be required to stand an election which would allow our employees a free choice. Every effort is being made to afford our employees this right.

A number of important administrative changes were announced during the year just ended. Arthur L. Manchee was named President of Macy's New York, succeeding Elliot V. Walter, who became Chairman of the Board of that Division. Mr. Walter, who has served Macy's 35 years, plans to retire in February, 1959, but will continue to be associated with the Corporation in an advisory capacity. Mr. Manchee had been Senior Vice President for Operations at Macy's New York, and previously Vice President and General Manager of Bamberger's. Joseph Ross was named President of the Davison-Paxon Division, succeeding Charles H. Jagels, who became Chairman of the Board of that Division. Mr. Ross was formerly Corporate Vice President for Merchandising.

On June 25, 1958, Mr. Manchee and David L. Yunich, President of Bamberger's New Jersey, were elected to the Board of Directors of the Corporation, thereby increasing the number of Directors to 14.

Macy's continues to grow. The new Bay Fair shopping-center store at San Leandro, California, which opened early in August, 1957, has now completed its first full year of operation. Four new branch stores, either under construction or in the planning stage, are expected to be opened during 1959 and 1960. Two of these will be branches of Bamberger's in new shopping centers at Menlo Park and Eatontown, New Jersey, one will be a branch of Davison-Paxon in suburban Atlanta, and another will be a branch of Macy's Missouri-Kansas. Discussions are continuing for a Macy store in a new shopping center in New Rochelle, New York.

In November, 1958, the second stage of the Garden State Plaza Shopping Center at

Paramus, New Jersey — New Jersey's largest shopping center and one of the nation's biggest — will add approximately 240,000 square feet of space to this great merchandising city. The new tenants will include a large J. C. Penney department store, a Safeway supermarket, a fine restaurant, and a diversified group of other stores and services. The third stage, of approximately 265,000 square feet of space, is expected to be completed in 1960 and will include a 240,000-square-foot branch department store of Gimbel Brothers, Inc. We are well pleased with the progress of the shopping center and are confident that it will add significantly to the profits of the Corporation as the area grows and the center's earnings potentials are realized.

Our cash position and working capital continue strong. The ratio of current assets to current liabilities has been maintained at 2.9, the same as that of a year ago. Receivables and merchandise inventories are in reasonable proportion to the present and expected volume of business.

On May 12, 1958, the United States Court of Appeals for the Second Circuit overruled the decision of a lower court, which had found that the Corporation and its subsidiaries were entitled to use the Lifo method of inventory valuation in computing their taxable income for Federal income-tax purposes for the year ended

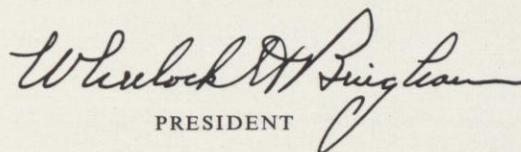
January 31, 1942. The Corporation has petitioned the United States Supreme Court for a writ of certiorari to review the decision of the Circuit Court.

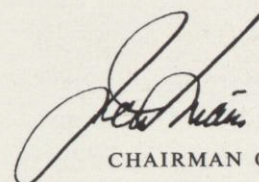
As Macy's draws toward the close of its 100th Anniversary year, it has much for which to be thankful. We are deeply touched by widespread evidences of affection for what so many people look upon as the world's greatest store. Margaret Case Harriman's delightful book about Macy's, "And The Price Is Right", was on the best-seller lists throughout the country and is now in its fifth printing.

To give stockholders a more complete picture of the public events and the promotions during this 100th year, we asked the Advertising Department of Macy's New York to prepare a special report on the Anniversary Celebration and its events. It begins on page 22.

Throughout 1958 Macy's has given thanks to New York, to our great nation, and to the wide world of merchandise for their contributions to its success. On behalf of the Corporation, we now say "thank you" to our employees at all levels in all our Divisions, to our stockholders, to our suppliers for their splendid support, and, of course, to our many loyal customers throughout the country. Our organization enters Macy's second hundred years with confidence and with enthusiasm for the tasks ahead.

Respectfully submitted,


PRESIDENT


CHAIRMAN OF THE BOARD

October 8, 1958

FINANCIAL AND OPERATING REVIEW

Sales

Sales for the fiscal year ended August 2, 1958, (52 weeks) reached an all-time high of \$456,359,000. This was \$8,720,000 higher than during the preceding year (53 weeks) — an increase of 1.9%. It was the sixth consecutive year of sales increase and the fourth consecutive year in which a new sales peak was established.

Sales gains were made in three of the four fiscal quarters, as compared with the corres-

ponding periods last year. The quarterly changes were +7.1%, -0.8%, +2.1%, and +0.1%, respectively.

Earnings

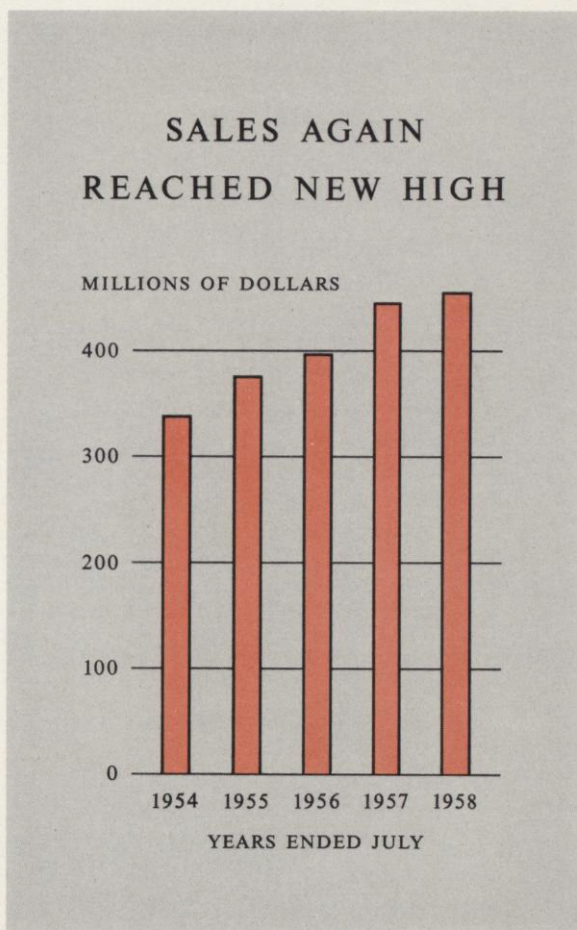
Net earnings from operations for the year were 6% below those for the preceding year, but higher than for any other year since 1949.

Earnings before Federal income taxes were \$13,389,000, a decrease of \$997,000, or 7% less than for the previous year. After providing for Federal income taxes, net earnings this year were \$6,589,000, compared with \$6,986,000 a year ago. Earnings, after preferred dividends, were \$3.20 per share of common stock, compared with \$3.44 the preceding year and \$3.07 (exclusive of a capital profit of \$0.74 per share) two years ago.

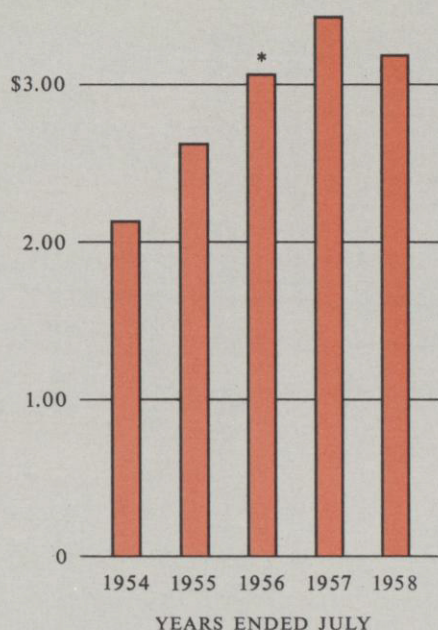
Dividends

The holders of the common stock received during the year four quarterly dividends of \$0.50 each. This was \$2.00 a share, the same total as paid during the preceding year. Including the regular dividends of \$4.25 and \$4.00 per share paid on the preferred stock, Series A and Series B, respectively, total dividends paid during the year amounted to \$4,517,000, equal to 69% of the net earnings.

A quarterly dividend of \$0.50 per share of common stock, declared in July, 1958, was paid October 1, 1958. This was the 126th consecutive quarterly payment made on those shares since the first dividends paid in 1927.



EARNINGS PER SHARE



*EXCLUSIVE OF \$0.74 CAPITAL PROFIT

Taxes

During the year, the Corporation paid Federal, state, and local taxes aggregating \$14,845,000. This amounted to \$8.63 per share of common stock. While this represents a slight decrease from the comparable figure of \$8.69 last year, it amounts to an increase of 76% over the \$4.89 per share that was paid for taxes in 1949, the earliest of the years shown in the Ten-Year Review presented on pages 18—19 of this report.

Working Capital

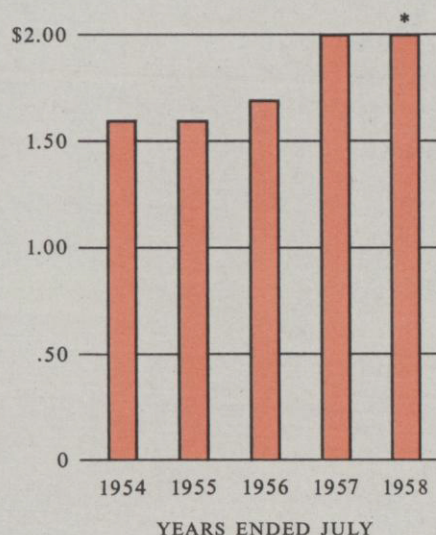
Working capital on August 2, 1958, was \$67,826,000 as compared with \$71,468,000 a

year ago. The current ratio — the relation of current assets to current liabilities — at the close of the year just ended was 2.9, the same as last year.

Cash and United States Government obligations, exclusive of the United States Government obligations applied against the Federal income-tax liability, remained approximately at the same level as a year ago. While the gross amount of customers' accounts receivable increased, paralleling the increase in sales volume, the sale of additional amounts of accounts to banks resulted in a net decrease in customers' accounts from \$31,690,000 to \$29,074,000.

During the year inventories, on a Lifo basis, were reduced from \$55,340,000 to \$51,316,000.

DIVIDENDS PER SHARE OF COMMON STOCK



*EXCLUDES \$.50 DIVIDEND DECLARED JULY 23, 1958 AND PAID OCTOBER 1, 1958

The decrease in accounts payable from \$24,536,000 to \$20,780,000 reflected the decrease in inventories and a decrease in contractor's billings for construction work which had been in progress last year.

The portion of the long-term debt due within one year increased from \$106,000 to \$1,100,000. This reflects the first installment of \$750,000 due on January 1, 1959, on the \$15,000,000 of Promissory Notes held by The Equitable Life Assurance Society of the United States, and also the installments due within one year on the 4¼% Mortgage Note of Garden State Plaza Corporation.

Financing

In December, 1957, Garden State Plaza Corporation, a wholly owned subsidiary, received \$12,000,000 from Metropolitan Life Insurance Company, representing the first advance made under the terms of an agreement with that company for a first mortgage loan in the amount of \$15,500,000, with interest at 4¼% per annum. The proceeds from the first advance of this loan were used to liquidate the construction loan arranged for in 1956 with a group of banks headed by Irving Trust Company to provide funds for the construction of Stage I of the shopping center at Paramus, New Jersey.

Since the close of the fiscal year, Garden State Plaza Corporation has borrowed \$3,500,000 from Irving Trust Company pursuant to an agreement dated January 22, 1958, to aid in completing the construction of Stage II of its shopping center at Paramus. Upon the completion of Stage II, this loan will be paid off from the proceeds of the second advance, amounting to \$3,500,000, to be made under the terms of

the mortgage loan agreement referred to above.

In March, 1958, the Corporation sold, and leased back on a satisfactory long-term basis, the new warehouse in Atlanta, the branch store leaseholds in Augusta and Columbus, Georgia, and the branch store property in Findlay, Ohio.

In anticipation of the regular sinking-fund payments due November 1 each year on the Twenty-Five Year 2¾% Sinking Fund Debentures, the Corporation held in the treasury \$902,000 principal amount of these securities at the end of the fiscal year. On September 9, 1958, \$600,000 principal amount thereof was delivered to the Trustee in satisfaction of this year's sinking-fund requirement.

Lifo

The decision of the United States District Court for the Southern District of New York, allowing the Corporation and its subsidiaries to use Lifo for Federal income-tax purposes for the year ended January 31, 1942, was reversed by the United States Court of Appeals for the Second Circuit on May 2, 1958. The Corporation's petition for rehearing was denied by the Circuit Court on June 16, 1958. On September 15, 1958, the Corporation petitioned the United States Supreme Court for a writ of certiorari to review the decision of the Circuit Court.

Expansion Program

On August 6, 1957, Macy's California opened its fifth branch, a store in the Bay Fair Shopping Center at San Leandro, California. This outlet added 160,000 square feet to the operations of that Division.

Construction is in progress on three previously announced new branch stores. The first of these

is a 240,000-square-foot store for Bamberger's New Jersey to be located in the shopping center at Menlo Park in Middlesex County, New Jersey. The second is the 120,000-square-foot branch store planned by Davison-Paxon in a new shopping center, to be known as Lenox Square, in a suburban area of Atlanta, Georgia. These stores are expected to be opened in late 1959. The third is Bamberger's 225,000-square-foot branch store in a new shopping center at Eatontown in Monmouth County, New Jersey. It is expected to be opened in 1960.

The new branch store of Macy's Missouri-Kansas, which will be located in a shopping center to be built at 63rd and Troost in Kansas City, Missouri, is in the planning stage.

Discussions are continuing for a large branch store of Macy's New York in a new shopping center proposed to be built in downtown New Rochelle on the site of the present New Haven Railroad passenger station.

During the coming fiscal year, Garden State Plaza Corporation will complete the construction of Stage II of its shopping center at Paramus, New Jersey, and is expected to commence the work on Stage III. As has already been announced in the press, Gimbel Brothers, Inc., plans to open a branch store as part of this latter stage of construction. The adding of this old-time neighbor of Macy's as the second major department store in the project — the first being the 340,000-square-foot branch of Bamberger's — will aid in assuring the continued growth and success of the Garden State Plaza Shopping Center.

The program for the modernization of the existing stores and the improvement of their operating facilities continues to receive emphasis

and attention equal to that given to our expansion activities.

Macy's Men and Women

Macy's provides regular employment for more than 25,000 people, and this work force is augmented on a seasonal basis by an additional 10,000 at Christmas and during other temporary peak periods. Approximately 70% of Macy's employees are women.

The relatively high ratio of younger-age female employees contributes to turnover as marriage and domestic responsibilities assert their claims. However, for six years there has been a steady trend toward greater stability in the work force, and this has continued in the year just ended.

Macy's is proud of the growing number of employees who have attained membership in the "Twenty-Five Year Club" — now more than 1,700 actively at work. These long-service employees bring invaluable loyalty and experience to their work and attest to the validity of the statement that Macy's is a good place to work.

Wage levels have kept pace with the prevailing rates in our industry in the communities in which our stores are located. Other benefits of employment, including vacations, holidays, safe and healthy working conditions, and protection against the hazards of illness and old age through health insurance and retirement rights, are provided in accordance with high standards of employee relations.

With the exception of the protracted strike in our Toledo store (which is mentioned on page 4 of this report), relations with labor unions have all been harmonious and any differences have been resolved without work stoppages.

The long-established Macy Training Squad continues to draw outstanding prospects for careers in department store management from more than 50 of the country's universities and colleges and from our own rank and file. These are the young men and women who will provide management not only for the new store units now in prospect but for the future of the entire organization.

Macy's people are its most valuable asset. This truth has been recognized and reflected in Corporation policy and personnel practices for generations. "Macy training" has been highly prized throughout the department store industry for decades.

Today more than ever, Macy's puts emphasis on high standards of employee relations — selection, training, individual growth, fair treatment, promotion from within the organization — and on providing continuity of management for the future. These are fundamental to high productivity, efficiency, and esprit de corps.

Retirement System

For the year just ended, the Corporation's contribution to the Retirement System was \$1,781,000. At July 31, 1958, the aggregate trust funds (net assets) of the System, now in its 15th year, totaled \$30,197,000. There are 13,042 employees included under the Pension Plan and, of this group, 8,873 are also participants in the Profit Sharing Plan. A total of 1,689 employees have been retired under the Retirement System since its adoption.

Stock Option Plan for Key Executives

Under the Employee Stock Option Plan there were outstanding at the beginning of the fiscal

year options for a total of 134,500 shares of the Corporation's common stock. During the year, one additional option for 1,500 shares was issued, and one option covering 100 shares was exercised. At August 2, 1958, 135,900 shares were subject to outstanding options held by a total of 70 executives.

The Employee Stock Option Plan, approved by the stockholders in 1954, authorizes the issuance of a total of 150,000 shares. The remaining numbers of unoptioned shares available at the beginning and at the close of the fiscal year were 15,500 shares and 14,000 shares, respectively.

Options are granted at 100% of the mean between the highest and lowest quoted selling prices of the common stock on the New York Stock Exchange on the dates of such options. The optioned shares become available for purchase in nine installments commencing 18 months from the dates of grant, and the options expire 10 years from those dates.

Administrative Changes

In addition to the administrative changes mentioned in the Letter to the Stockholders, the following changes were made.

Philip Svigals, formerly Vice President for Corporate Buying, was named a Senior Vice President for Merchandising at Macy's New York. Also at Macy's New York, Robert I. Lauter was promoted from Merchandise Administrator to a Senior Vice President for Merchandising, and Thomas F. O'Neil from Superintendent of Selling Service to Senior Vice President for Operations.

Thomas V. Barber, formerly a Senior Vice President for Merchandising at Macy's New York, became Vice President for Corporate Buying.

R. H. Macy & Co., Inc.

AND CONSOLIDATED SUBSIDIARIES

CONSOLIDATED STATEMENT OF EARNINGS

	Fiscal year ended	
	August 2, 1958 (52 weeks)	August 3, 1957 (53 weeks)
NET RETAIL SALES (including licensed departments)	\$456,359,497	\$447,638,965
COSTS AND EXPENSES OF RETAIL OPERATIONS:		
Cost of goods sold and expenses, exclusive of items listed below . . .	\$414,737,480	\$407,676,892
Taxes, except Federal income taxes	8,044,730	7,549,764
Rent expense	9,516,754	8,108,593
Depreciation and amortization	3,792,664	3,627,842
Maintenance and repairs	2,797,307	3,345,597
	<u>\$438,888,935</u>	<u>\$430,308,688</u>
Income from retail operations	\$ 17,470,562	\$ 17,330,277
INCOME FROM INTEREST AND OTHER		
NON-TRADING SOURCES (See Note 1)	875,995	693,454
	<u>\$ 18,346,557</u>	<u>\$ 18,023,731</u>
INTEREST EXPENSE	4,957,488	3,637,501
Earnings before Federal income taxes	<u>\$ 13,389,069</u>	<u>\$ 14,386,230</u>
FEDERAL INCOME TAXES (including provision for deferred taxes — See Note 4)	6,800,000	7,400,000
Net earnings	<u>\$ 6,589,069</u>	<u>\$ 6,986,230</u>

See notes to financial statements.

R. H. Macy & Co., Inc.

CONSOLIDATED STATEMENT

ASSETS		August 2, 1958	August 3, 1957
CURRENT ASSETS:			
Cash		\$ 14,880,366	\$ 12,452,932
U.S. Government direct and indirect obligations		2,127,551	4,227,682
Receivables —			
Customers' accounts —			
Regular accounts (principally 30-day)		13,834,758	15,295,317
Deferred payment accounts, a portion of which is due after one year —			
Equity in \$57,882,798 and \$43,923,496 of accounts sold to banks		6,336,382	4,765,337
Accounts not sold (See Note 2)		8,902,746	11,629,829
		\$ 29,073,886	\$ 31,690,483
Less — estimated doubtful amounts		2,277,000	2,351,000
Customers' accounts — net		\$ 26,796,886	\$ 29,339,483
Other receivables		4,628,636	4,065,655
Net receivables		\$ 31,425,522	\$ 33,405,138
Merchandise inventories — at Lifo cost, as determined under the retail inventory method, which is less than market (See Note 3)		51,316,201	55,340,189
Supplies and prepaid expenses		4,743,240	4,486,314
Total current assets		\$104,492,880	\$109,912,255
OTHER ASSETS:			
Overpayment of Federal income taxes claimed for the six years ended January, 1947, as a result of adoption of Lifo, including accrued interest of \$2,102,699 to August 1, 1953 (See Note 3)		\$ 9,018,699	\$ 9,018,699
Investment in Macy's Bank — at cost (equity therein \$870,365 and \$870,170)		794,000	794,000
Miscellaneous, including investments in and advances to affiliated shopping centers at cost		7,021,416	5,970,496
Total other assets		\$ 16,834,115	\$ 15,783,195
PROPERTY AND EQUIPMENT, per accompanying statement		\$ 74,948,603	\$ 72,469,501
GOODWILL AND OTHER INTANGIBLE ASSETS — at cost, less accumulated amortization of \$1,245,091 and \$1,157,848		\$ 1,510,467	\$ 1,597,710
		\$197,786,065	\$199,762,661

See notes to financial statements.

AND CONSOLIDATED SUBSIDIARIES

OF FINANCIAL CONDITION

LIABILITIES

	August 2, 1958	August 3, 1957
CURRENT LIABILITIES:		
Accounts payable	\$ 20,779,665	\$ 24,536,440
Accrued salaries, commissions, etc.	3,487,763	3,407,067
Federal income taxes, less U. S. Government direct and indirect obligations of \$ 9,055,820 and \$9,038,897 (See Note 3)	—	—
Other taxes (including taxes collected from customers and employees) . .	5,203,903	5,198,379
Customers' deposits and miscellaneous	5,234,533	5,196,245
Dividend payable	860,497	—
Portion of long-term debt due within one year	1,100,099	105,798
Total current liabilities	<u>\$ 36,666,460</u>	<u>\$ 38,443,929</u>
 LONG-TERM DEBT, per accompanying statement	 <u>\$ 58,904,172</u>	 <u>\$ 60,872,587</u>
 DEFERRED FEDERAL INCOME TAXES (See Note 4)	 <u>\$ 1,300,000</u>	 <u>\$ 750,000</u>
 INVESTMENT OF STOCKHOLDERS, represented by:		
Cumulative preferred stock, par value \$100 per share—		
Authorized, 500,000 shares—		
4¼% Series A, issued, 165,600 shares, less held in treasury, 5,990 shares; leaving outstanding, 159,610 shares, callable at \$107.50 per share plus accrued dividends	\$ 15,961,000	\$ 15,961,000
4% Series B, issued and outstanding, 100,000 shares (See Note 5) . .	10,000,000	10,000,000
Common stock, without par value, stated value of \$15 per share—		
Authorized, 2,500,000 shares; issued, 1,723,703 and 1,723,437 shares, less held in treasury, 3,939 shares; leaving outstanding, 1,719,764 and 1,719,498 shares (See Notes 6 and 7)	25,796,460	25,792,470
Additional paid-in capital; the increase in 1958 resulted from debenture con- versions and stock options exercised	10,461,128	10,456,970
Earnings reinvested in the business, per accompanying statement; \$25,003,493 at August 2, 1958, is not distributable to holders of common stock under terms of long-term debt agreements	38,696,845	37,485,705
Total investment of stockholders	<u>\$100,915,433</u>	<u>\$ 99,696,145</u>
	<u>\$197,786,065</u>	<u>\$199,762,661</u>

R. H. Macy & Co., Inc.

AND CONSOLIDATED SUBSIDIARIES

CONSOLIDATED EARNINGS REINVESTED IN THE BUSINESS

	Fiscal year ended	
	August 2, 1958 (52 weeks)	August 3, 1957 (53 weeks)
BALANCE—Beginning of year	\$37,485,705	\$35,016,597
NET EARNINGS, per accompanying statement	6,589,069	6,986,230
	<u>\$44,074,774</u>	<u>\$42,002,827</u>
CASH DIVIDENDS DECLARED:		
Cumulative preferred stock, 4¼% Series A—\$4.25 per share	\$ 678,342	\$ 678,342
Cumulative preferred stock, 4% Series B—\$4.00 per share	400,000	400,000
Common stock—		
Declared and paid during fiscal year—\$2.00 per share	3,439,090	3,438,780
Declared July 23, 1958; payable October 1, 1958—\$0.50 per share	860,497	—
	<u>\$ 5,377,929</u>	<u>\$ 4,517,122</u>
BALANCE—End of year	<u>\$38,696,845</u>	<u>\$37,485,705</u>

CONSOLIDATED LONG-TERM DEBT

	August 2, 1958	August 3, 1957
Twenty-Five Year 2½% Sinking Fund Debentures, due November 1, 1972; sinking-fund amortization of \$600,000 due annually to November 1, 1961, and \$800,000 annually thereafter, less \$902,000 and \$616,000 reacquired	\$15,498,000	\$16,384,000
5% Convertible Subordinated Debentures, due February 1, 1977; sinking-fund amortization of \$720,000 due annually from February 1, 1968 (See Note 6)	12,270,900	12,276,400
3¾% Promissory Notes, \$750,000 due annually from January 1, 1959, and balance January 1, 1973	14,250,000	15,000,000
4¼% Mortgage Note of a subsidiary (See Note 8)	11,630,301	11,865,000
First Mortgage 4½% Note of a subsidiary (See Note 9)	5,254,971	5,347,187
Total long-term debt	<u>\$58,904,172</u>	<u>\$60,872,587</u>

CONSOLIDATED PROPERTY AND EQUIPMENT

	August 2, 1958		August 3, 1957	
	Cost	Accumulated depreciation and amortization	Cost	Accumulated depreciation and amortization
Land	\$ 7,474,148	\$ —	\$ 6,487,526	\$ —
Buildings and improvements on owned properties	37,989,868	8,186,897	34,334,555	7,094,702
Buildings and improvements on leased properties and leaseholds	27,634,453	13,540,213	28,749,216	13,452,041
Fixtures and equipment	29,301,786	11,169,203	27,298,655	9,722,213
Construction in progress	5,444,661	—	5,868,505	—
	<u>\$107,844,916</u>	<u>\$32,896,313</u>	<u>\$102,738,457</u>	<u>\$30,268,956</u>
Net property and equipment	<u>\$74,948,603</u>		<u>\$72,469,501</u>	

See notes to financial statements.

NOTES TO FINANCIAL STATEMENTS

(1) — Includes income of \$116,939 and \$182,224, respectively, from sales of property and equipment, including sales of (a) fixtures and equipment at certain locations and (b) certain properties and leaseholds, the use thereof being retained under renewable leases having initial terms of 15 years and 25 years, respectively.

(2) — At the respective dates, there have been deducted from customers' accounts receivable contracted to be sold in the normal course to banks, unremitted collections on accounts sold to them. For comparability, certain other reclassifications of the prior year's figures were also made.

(3) — The inventories are stated at August 2, 1958, at \$13,607,289 and at August 3, 1957, at \$13,277,806 less than they would have been if the first-in, first-out principle had been applied in determining cost.

In 1951, the Bureau of Internal Revenue held that the Corporation and its subsidiaries were entitled to use the Lifo method of inventory valuation in computing taxable income beginning with the year ended January 31, 1942, and issued reports of overassessment for that year. On post-audit review in 1954, the then Commissioner of Internal Revenue refused to follow the 1951 determination and the District Director disallowed the use of Lifo. On advice of counsel, the Corporation instituted action in the United States District Court, Southern District of New York, to contest the disallowance. The District Court decided in favor of the Corporation. That decision was reversed by the United States Court of Appeals for the Second Circuit. The Corporation has petitioned the United States Supreme Court for a writ of certiorari.

Examining Revenue Agents proposed to capitalize the 1946 loss of \$3,375,000 on the sale of the Newark, New Jersey, main store property. This proposal has been protested. The proposed capitalization (less estimated amortization of \$1,920,000 to date) would involve approximately \$1,580,000 of Federal income taxes, including interest, in excess of the amounts paid and provided. Audits by the Internal Revenue Service of the Corporation's tax returns for the years through July 31, 1955, have been substantially completed. Assuming allowance of the Lifo method and the Newark store loss, it is believed that adequate provision has been made to cover possible additional assessments.

(4) — Deferred Federal income taxes represent estimated amounts deferred as a result of deducting, for income-tax purposes, in accordance with the Internal Revenue Code, more depreciation than has been charged to expenses in respect of certain property additions. The deferred amount includes the provisions for prior periods, previously included in current liabilities.

(5) — The cumulative preferred stock, 4% Series B, is redeemable at par, except that certain premiums are applicable if refinanced through borrowings or sale of

stock ranking equal or prior to preferred stock. Sinking-fund payments are required from 1971 to 1975, inclusive, sufficient to redeem in each year 20% of the shares outstanding in 1971.

(6) — The convertible subordinated debentures are convertible into common stock at \$32 per share, and the Corporation may, at its option, receive credit against sinking-fund payments for the principal amount of such conversions. At August 2, 1958, there were 383,474 shares of common stock reserved for the conversion of these debentures.

(7) — Of the authorized common stock, 149,900 shares are subject to issuance to certain key executives under 10-year options exercisable in nine installments commencing 18 months from grant dates. At August 2, 1958, there were outstanding options for 135,900 shares (which were exercisable to the extent of 25,850 shares) at 100% of market price on the grant dates (\$27.3125 to \$32.50 per share).

(8) — The 4¼% Mortgage Note of the subsidiary, Garden State Plaza Corporation, is payable to an insurance company in quarterly installments, with final payment due February 1, 1978. The portion of such installments due within a year, aggregating \$249,062, is included in current liabilities. The amount shown at August 3, 1957, represents a construction loan which was liquidated with the proceeds from this mortgage loan. The insurance company has agreed to advance an additional \$3,500,000 under the mortgage loan upon completion of the second stage of the subsidiary's shopping center at Paramus, New Jersey, presently under construction.

(9) — The First Mortgage 4½% Note of the subsidiary, R. H. M. Properties Corp., is payable to an insurance company in quarterly installments, with final payment due January 1, 1982. The portion of such installments due within a year, aggregating \$101,038, is included in current liabilities.

(10) — At August 2, 1958, the Corporation held long-term leases of more than three years, the rentals under which, for the year ending August 1, 1959, amount to a minimum of \$7,837,000 plus, in certain instances, real estate and personal property taxes, other expenses, and increased amounts based on percentages of sales. The leases provide for varying lease periods, including renewal privileges, to 2058. Real estate and personal property taxes under the lease arrangements are included with other taxes in the accompanying statement of earnings.

(11) — Contingent liability: the Corporation has guaranteed Macy's Bank against decline in prices of securities held by the Bank, which, at cost, comprise \$2,424,911 of securities issued or guaranteed by the U. S. Government and other marketable securities (principally state and municipal bonds) of \$1,835,001.

AUDITORS' REPORT

TO THE BOARD OF DIRECTORS AND STOCKHOLDERS OF
R. H. MACY & CO., INC.:

We have examined the consolidated statement of financial condition of R. H. Macy & Co., Inc. and consolidated subsidiaries as of August 2, 1958, and the related statements of earnings and of earnings reinvested in the business for the fiscal year (52 weeks) then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying financial statements present fairly the consolidated financial position of R. H. Macy & Co., Inc. and consolidated subsidiaries at August 2, 1958, and the consolidated results of their operations for the fiscal year (52 weeks) then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that followed in the financial statements of the preceding year, reclassified as indicated in Notes 2 and 4.

TOUCHE, NIVEN, BAILEY & SMART

New York, N. Y.
September 24, 1958

*To the Administrative Committee of the Retirement System
for Employees of R. H. Macy & Co., Inc. and Affiliates:*

We have examined the statement reflecting the net assets of the Retirement System for Employees of R. H. Macy & Co., Inc. and Affiliates as of July 31, 1958, and the increase therein for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances. Marketable securities held by The Chase Manhattan Bank, Trustee, were confirmed to us by the bank.

In our opinion, the statement presents fairly the net assets of the Retirement System for Employees of R. H. Macy & Co., Inc. and Affiliates at July 31, 1958, and the increase therein for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

TOUCHE, NIVEN, BAILEY & SMART

New York, N. Y., September 24, 1958

RETIREMENT SYSTEM FOR EMPLOYEES OF

R. H. Macy & Co., Inc.

AND AFFILIATES

STATEMENT OF NET ASSETS AS OF JULY 31, 1958 AND INCREASE THEREIN FOR THE YEAR THEN ENDED

	Pension Plan	Profit Sharing Plan	Total Retirement System
ASSETS:			
Marketable securities held by The Chase Manhattan Bank, Trustee—			
U. S. Government and Government Agency obligations	\$ 2,249,015 ¹	\$ 3,060,769 ²	\$ 5,309,784
Corporate bonds	3,520,286 ¹	3,275,375 ²	6,795,661
R. H. Macy & Co., Inc.—			
Cumulative preferred stock, Series A	969,000 ¹	1,087,150 ²	2,056,150
Common stock	168,648 ¹	779,625 ²	948,273
Other (principally common stocks)	4,605,488 ¹	6,962,902 ²	11,568,390
Investment in real properties at amortized cost—			
Radio and television properties leased to RKO Teleradio Pictures, Inc. ³	1,901,961	1,267,973	3,169,934
San Francisco store property leased to R. H. Macy & Co., Inc. ⁴	477,768	—	477,768
Cash	297,750	279,709	577,459
Income receivable	88,267	84,475	172,742
Total assets	<u>\$14,278,183</u>	<u>\$16,797,978</u>	<u>\$31,076,161</u>
LESS:			
Benefits payable	\$ —	\$ 798,925	\$ 798,925
Deferred rent income	61,250	—	61,250
Sundry accrued liabilities	10,125	8,600	18,725
	<u>\$ 71,375</u>	<u>\$ 807,525</u>	<u>\$ 878,900</u>
Net assets of the Retirement System, July 31, 1958	\$14,206,808	\$15,990,453	\$30,197,261
Net assets of the Retirement System, July 31, 1957	13,440,849	14,241,896	27,682,745
Increase in net assets for year ended July 31, 1958	<u>\$ 765,959</u>	<u>\$ 1,748,557</u>	<u>\$ 2,514,516</u>
The increase in net assets for the year resulted from:			
Payments by the Corporation	\$ 233,267	\$ 1,548,169	\$ 1,781,436
Net return from investments	705,787 ⁵	1,066,750 ⁶	1,772,537
Benefits paid or payable	173,095	866,362	1,039,457
Increase in net assets	<u>\$ 765,959</u>	<u>\$ 1,748,557</u>	<u>\$ 2,514,516</u>

NOTES:

- (1) At the lower of amortized cost or market value (aggregate market value of all marketable securities, \$14,773,259).
- (2) At market value as required by the Plan.
- (3) After deducting proceeds of properties sold, \$442,500, insurance proceeds of \$170,096, and amortization of \$717,470.
- (4) The San Francisco store property is subject to a mortgage in the amount of \$3,225,000 due serially to November 1, 1978, bearing interest at 3½% to November 1, 1969, and 3¾% thereafter.
- (5) Including profits and losses realized on securities sold and unrealized losses on securities on hand.
- (6) Including realized and unrealized profits and losses on marketable securities.

Italics denote deductions.

R. H. Macy & Co., Inc.

TEN - YEAR

OPERATING RESULTS

	1958	1957	1956
Net retail sales	\$456,359,000	\$447,639,000	\$398,261,000
Index of sales (using year ended July, 1949, as base) . . .	148	145	129
Earnings before Federal income taxes	\$ 13,389,000	\$ 14,386,000	\$ 12,098,000
Federal income taxes	6,800,000	7,400,000	5,750,000
Net earnings	6,589,000	6,986,000	6,348,000
Special items	—	—	1,286,000 ³
Net earnings and special items	6,589,000	6,986,000	7,634,000

DISTRIBUTION OF EARNINGS

Cash dividends declared on—			
Preferred stock	\$ 1,078,000	\$ 1,078,000	\$ 1,079,000
Common stock	3,439,000 ¹	3,439,000	2,923,000
Earnings reinvested in the business	1,211,000	2,469,000	3,632,000

PER SHARE OF COMMON STOCK

Taxes—Federal, state and local	\$ 8.63	\$ 8.69	\$ 7.46
Net earnings	3.20	3.44	3.07
Net earnings and special items	3.20	3.44	3.81
Dividends	2.00 ¹	2.00	1.70
Working capital	39.44	41.56 ^{2(b)}	34.36
Net worth—book value	43.58	42.88	41.45

FINANCIAL POSITION (at end of year)

Working capital	\$ 67,826,000	\$ 71,468,000 ^{2(b)}	\$ 59,085,000
Ratio of current assets to current liabilities	2.9	2.9 ²	2.3
Accounts receivable, customers—net	\$ 26,797,000	\$ 29,339,000 ^{2(a)}	\$ 33,659,000
Merchandise inventories on Lifo basis	51,316,000	55,340,000	47,926,000
Property and equipment—net	74,949,000	72,470,000	61,894,000
Long-term debt	58,904,000	60,873,000	41,104,000
Investment of stockholders	100,915,000	99,696,000	97,230,000

RETIREMENT SYSTEM FOR EMPLOYEES

Pension costs	\$ 233,000	\$ 102,000	\$ 218,000
Profit sharing, which is based on plan years ended prior January 31	1,549,000	1,485,000	1,608,000

NOTES:

- (1) Excludes common dividend declared July 23, 1958, and payable October 1, 1958, of fifty cents per share, amounting to \$861,000.
- (2) After giving effect to reclassifications described in (a) Note 2 and (b) Note 4 to the financial statements. Corresponding reclassifications for the years prior to 1957 have not been reflected above since their effect upon working capital and the ratio of current assets to current liabilities would not be significant.

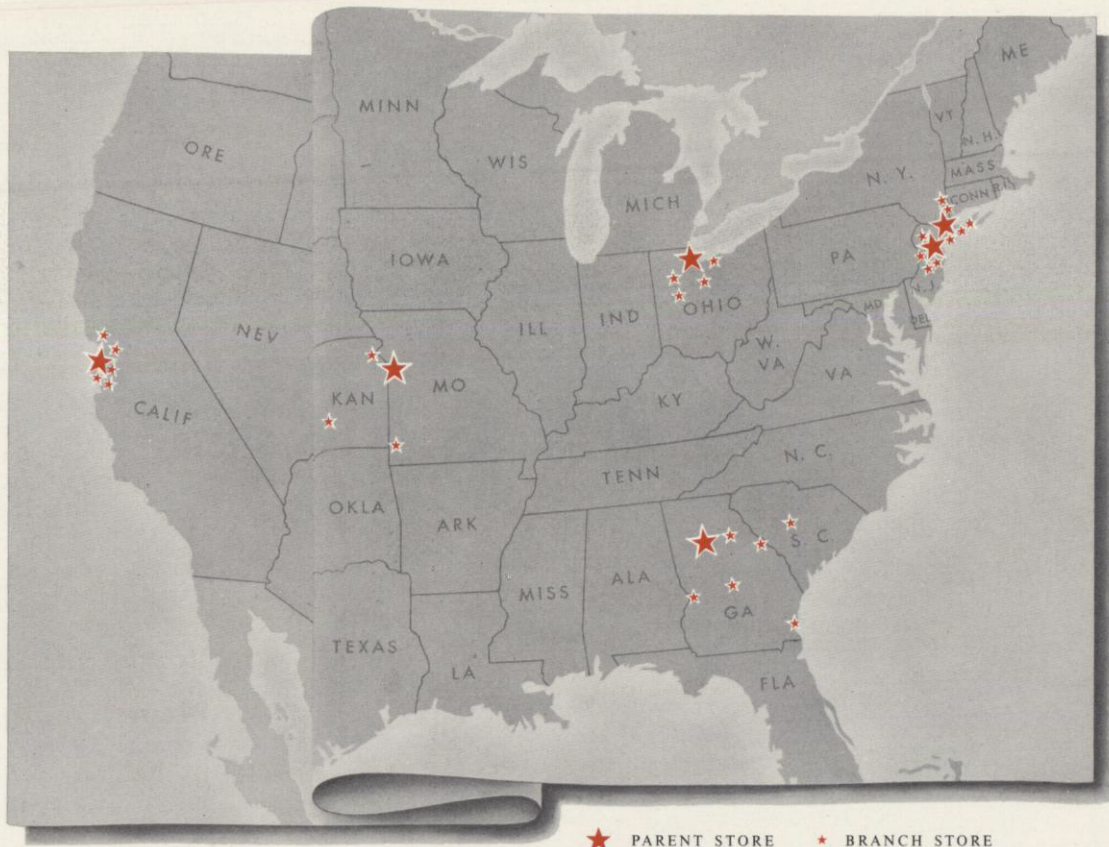
AND CONSOLIDATED SUBSIDIARIES

REVIEW

YEAR ENDED APPROXIMATELY JULY 31						
1955	1954	1953	1952	1951	1950	1949
\$376,422,000	\$340,316,000	\$332,583,000	\$331,780,000	\$350,842,000	\$321,234,000	\$308,119,000
122	110	108	108	114	104	100
\$ 11,315,000	\$ 9,522,000	\$ 10,074,000	\$ 5,992,000	\$ 9,666,000	\$ 9,166,000	\$ 11,020,000
5,700,000	4,750,000	5,200,000	3,200,000	4,400,000	3,156,000	4,186,000
5,615,000	4,772,000	4,874,000	2,792,000	5,266,000	6,010,000	6,834,000
—	—	—	2,767,000 ⁴	—	461,000 ⁴	—
5,615,000	4,772,000	4,874,000	5,559,000	5,266,000	6,471,000	6,834,000
\$ 1,082,000	\$ 1,090,000	\$ 1,097,000	\$ 1,104,000	\$ 954,000	\$ 704,000	\$ 704,000
2,751,000	2,751,000	2,751,000	3,783,000	3,611,000	3,439,000	4,298,000
1,782,000	931,000	1,026,000	672,000	701,000	2,328,000	1,832,000
\$ 7.00	\$ 6.32	\$ 6.48	\$ 5.72	\$ 5.79	\$ 5.23	\$ 4.89
2.64	2.14	2.20	0.98	2.51	3.08	3.57
2.64	2.14	2.20	2.59	2.51	3.35	3.57
1.60	1.60	1.60	2.20	2.10	2.00	2.50
38.91	34.15	32.79	30.01	28.74	24.17	21.73
39.33	38.29	37.73	37.11	36.72	36.31	34.96
\$ 66,897,000	\$ 58,715,000	\$ 56,381,000	\$ 51,592,000	\$ 49,414,000	\$ 41,563,000	\$ 37,356,000
2.8	3.0	3.1	2.9	2.7	2.4	2.5
\$ 30,223,000	\$ 29,993,000	\$ 28,170,000	\$ 24,100,000	\$ 21,531,000	\$ 19,873,000	\$ 17,943,000
41,376,000	36,509,000	35,190,000	31,612,000	41,344,000	28,825,000	25,357,000
44,713,000	52,575,000	50,805,000	50,203,000	53,604,000	53,567,000	56,608,000
32,600,000	33,147,000	29,764,000	24,900,000	26,500,000	27,500,000	28,500,000
93,638,000	91,991,000	91,182,000	90,349,000	89,695,000	78,993,000	76,665,000
\$ 290,000	\$ 554,000	\$ 503,000	\$ 638,000	\$ 569,000	\$ 784,000	\$ 1,860,000
1,177,000	1,059,000	3,000	1,081,000	1,517,000	874,000	1,494,000

(3) Capital profit from sale of investment in General Teleradio, Inc. (California), after Federal income taxes applicable thereto.

(4) Capital profit from merger and sales of radio and television properties, after Federal income taxes applicable thereto.



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ARTHUR L. MANCHEE President

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Vice Chairman of the Executive Committee
FRANCES COREY Sales Promotion and
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FREDERICK C. FISCHER Personnel and
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JACK HANSON Secretary and Controller
ROBERT I. LAUTER Merchandising
THOMAS F. O'NEIL Operations
HERBERT L. SEEAL Merchandising
PHILIP SVIGALS Merchandising

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JACK I. STRAUS

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GEORGE M. BERSCH Senior Vice President
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AMERIGO A. LANDISI Senior Vice President
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HORACE K. CORBIN WILLIAM A. HUGHES
CLAYTON E. FREEMAN DONALD B. SMILEY
JACK I. STRAUS

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DIRECTORS

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THOMAS M. GREEN . . Vice Chairman of the Board
EDWARD K. STRAUS President
STURGIS E. CHADWICK Vice President
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WHEELOCK H. BINGHAM EDWIN F. CHINLUND
J. BUCKLEY BRYAN DONALD B. SMILEY
DAVID L. YUNICH

Elaine Malbin, noted opera star, sang the Star Spangled Banner at the opening ceremony in the store, attended by the Board of Directors, the Mayor, and City Officials.



Jack I. Straus, Chairman of the Board, presented Mayor Wagner of New York with a plaque thanking the city for its part in Macy's 100 years.



A Great Store's Colorful History

Macy's 100th Anniversary

Journal ^{NEW YORK} ¹⁰⁰ American

Special Edition

Macy's Celebrates 100th Year

1858-1958

How a Whaler
A Whale of a

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Commemorating
R. H. MACY'S
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It's 'Old New York' at Macy's



New York Post



New York newspapers printed special sections and special issues for Macy's 100th Anniversary.



Wheelock H. Bingham, President of R. H. Macy & Co., Inc., in front of the world's biggest birthday cake, sent from England.



Dave Garroway's 2-hour telecast told the country of Macy's celebration from the street floor re-creating old New York.

The New York Times

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"All the News That's Fit to Print"

ADOLPH S. OCHS, Publisher 1896-1935

Published Every Day in the Year by
THE NEW YORK TIMES COMPANY

THANK YOU, MACY'S

Forehanded as usual, R. H. Macy & Co. has already been celebrating for several months an anniversary that won't really happen for several months more. But a one hundredth anniversary is extraordinary even in old New York, and worthy of the year-long celebration that Macy's is giving it. So, before the store's initial advertising theme of "Thank You, New York," is forgotten and the current theme of "Thank You, America," gives way to the "Thank You, World," which follows, we would like to say, for New York and more distant points, "Thank You, Macy's."

One of New York's best-read guide-books, for residents and strangers, after telling of the founding of Macy's by a whaling captain in 1858, remarks that at the store on Thirty-fourth Street customers may buy anything from diamonds to raspberries. They did so, in fact, to a record \$2,000,000 in purchases in a single day in the Christmas shopping season last December, the biggest day a department store had ever had.

Macy's has stayed young, despite its hundred years, by staying lively, producing many offspring branches and stores, by demonstrating its own kind of creative genius, by being the "land of abundance" that it has been talking about lately in its "Thank You, America" advertisements. It has created excitement in merchandising, added distinction to New York by being something unique known the world over. It is one of the things visitors come here to see. This helps everybody, and is good enough reason to say Thank You, Macy's.

Copies of The Times

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Editorial from

The New York Times, April 15, 1958.

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Thank you for a wonderful hundred years

THE STORY BEHIND MACY'S 100TH ANNIVERSARY CELEBRATION

In planning its 100th Anniversary year, Macy's New York decided to express its thanks to the whole world for making Macy's the great store it is today. For no other store has the remarkable acceptance, the international reputation that is Macy's.

Macy's began its Anniversary year in January by thanking New York, the city in which it grew, and the New Yorkers who helped it grow from a little shop to a world-renowned institution.

Then, starting in the Spring, Macy's continued its thank-you series by saying Thank You, America. For it is the huge natural resources and technical skills of America, and the products of its great corporations and small businesses, that have made Macy's phenomenal growth and solid progress possible.

In September, Macy's thanked the world for the world of wonderful things its people produce. Since 1885, when Macy's opened its first foreign office, Macy's has been a good customer and a good friend to nations all over the world . . . and the world has been a good friend to Macy's.

Why did Macy's do this? Because Macy's felt that a 100th anniversary was a fitting time to express its gratitude for the great years that have been.

The esteem in which Macy's is held is clearly expressed in the way its 100th Anniversary was received . . . by its resources, its suppliers . . . by the press, by customers . . . by the whole world.

Manhattan Borough President Hulan Jack, Wheelock H. Bingham and Jack I. Straus changed the name of Herald Square to Macy's Square for the opening celebration.

The 60-foot-high billboard at 34th Street and Broadway told the whole city that this was Macy's 100th Anniversary. 200 other billboards throughout Macy's shopping area carried the same message.



Part of the newspaper campaign that opened Macy's 100th Anniversary . . . and invited customers to come celebrate with Macy's.



Best Seller List

Rank	Title	Author
1	And the Price Is Right	Harriman
2	...	...
3	...	...
4	...	...
5	...	...
6	...	...
7	...	...
8	...	...
9	...	...
10	...	...

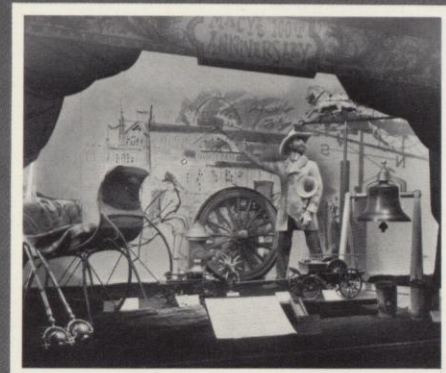
16 And the Price Is Right. Harriman 1

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8	...	...
9	...	...
10	...	...

"And The Price Is Right", the book about Macy's by famous author Margaret Case Harriman, climbed quickly into the best-seller lists.

Three million special 100th Anniversary shopping bags, carried by customers, proclaim that 1958 is Macy's year of celebration.



For the first two weeks of Macy's celebration, 101 Macy windows told the story of New York's past in fascinating displays garnered from museums, archives and city departments.



On January 5, Macy's 100th Anniversary began with a full page in metropolitan newspapers that said Thank You, New York.

Macy's street floor became the streets of old New York with colorful shop fronts, costumed salespeople, old-fashioned policemen, and floorwalkers in cut-aways.



This is how
MACY'S
said
*Thank You
New York*

... THE BEGINNING
OF A YEAR OF CELEBRATION ...
A YEAR IN WHICH MACY'S SAID
THANK YOU TO ALL WHO HELPED
TO MAKE MACY'S THE GREAT
INSTITUTION IT IS TODAY.

And all New York responded: city dignitaries, newspapers, customers ... everybody expressed recognition of the important role Macy's has played in its 100 years of history.

Macy's 100th ANNIVERSARY

Macy's says THANK YOU, AMERICA

Walk into Macy's tomorrow, look around you...and see America. For America is more than the 3,000 miles between the Atlantic and the Pacific. America is in the typewriter you use, the zipper you zip, the movie you watch, the elevator you ride.

THANK YOU, AMERICA, for these and more...sprung from the creative genius of your people. For in a land of abundance, our greatest riches have been the men who fiddled around and fussed and dreamed...and created. Thank you, America, for your Ben Franklins, your Thomas Edisons, your Alexander Graham Bells.

America...where explorers and experimenters keep searching the world...and out of the world. Where a Peary discovered the North Pole, a Salk a vaccine, and an Orville Wright defied gravity. Where an Einstein found a quiet haven to construct equations that changed our lives.

THANK YOU, AMERICA, too, for the men who know how. The GE's, the GM's, the RCA's and TWA's who translate ideas into refrigerators, electronics into TV sets, diagrams into heaters. Who build the production lines...so the drawing of a man in Detroit can pull into your garage in Westchester.

America...where wood pulp and air, petroleum and peanuts take new forms every day...from plastic dishes to shower curtains to undreamed-of fabrics. Where we're never satisfied with what we have...but always try to improve it.

THANK YOU, AMERICA, for the men who create things...and the men who create beauty, from the bird prints of Audubon to the mobiles of Calder. Thank you for your music...the jazz of New Orleans, the guitar of the hill billy, the lament of the lonely cowboy, the expert musicianship of the N.Y. Philharmonic. Thank you for your writers who have put America into words...from Mark Twain to Robert Frost.

America...where there are no borders, no red tape, no custom offices, no visas from coast to coast. Where a farm girl and a debutante can go shopping and both come home with a chemise. Where the latest cocktail drink and the latest story zoom across 48 states at jet speed. Yet...where you can tell a Texan by his hat, a Bostonian by his speech.

Where the pursuit of happiness is so important it's written into the Constitution. Where grandfathers do the cha-cha. Where a World Series is headline news. Where the wedding of a screen star is on every TV screen. Where new ski tows go up overnight, new skin divers go down every day. Where Monopoly yields to Scrabble, and Scrabble to who-knows-what.

But thank you, America, most of all for being so young, so alive, so interested in tomorrow. For here history has not only been made...but is always in the making.

Tomorrow, and for the next few months, Macy's will be saying Thank You, America...in many ways, just as we started our 100th year in January by saying Thank You, New York. And we begin by saying...Thank You, America, for Celanese...who helps to spin the wonder that is America today.

WHAT HAPPENS WHEN MACY'S SAYS THANK YOU, AMERICA, FOR CELANESE? COME TO MACY'S TOMORROW AND SEE.

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The full-page ad that announced the beginning of the Thank You, America, part of Macy's year of celebration.

Macy's traditional Flower Show, in a special 100th Anniversary edition, said Thank You, America, with over 2 million blooms.



TO CELEBRATE MACY'S 100TH ANNIVERSARY

FIREWORKS

ON THE HUDSON



TUESDAY, JULY 1 AT 9 PM

FIREWORKS MACY'S SAYS THANK YOU AMERICA, THE TRADITIONAL WAY **FIREWORKS**
A PYROTECHNIC EXTRAVAGANZA THAT WILL LIGHT UP THE SKY

FIREWORKS	THE MOST STUPENDOUS DISPLAY IN AMERICA SINCE THE BROOKLYN BRIDGE OPENED !!!!!	A CONSTANT CACAPHONY OF BLAZING BOMBARDMENTS ADD ENTERTAINMENT TO THE P. M. SUMMER FESTIVAL	MACY'S INVITES YOUR KID, YOUR COUSINS, UNCLER AUNTS YOU'LL ALL BE SPELLBOUND BY OUR DAZZLING DARING DISPLAY	FIREWORKS
	FROM MACY'S FOR THE WHOLE CITY TO ENJOY...FIREWORKS ON THE HUDSON RIVER THIS TUESDAY, JULY 1, AT 9 P.M.			

	FIREWORKS	IN CASE OF RAIN
	On the Hudson River from 72nd Street to 125th Street MAJOR TABLEAUX IN THE SKY STARTING AT 9 SHARP 1899-1999 STATUE OF LIBERTY THE GREAT WHITE WAY HERALD SQUARE GRAND FINALE Watch it from the New York side, from the Jersey side. MACY'S FIREWORKS ON THE HUDSON RIVER will be held over all the next night Wednesday, July 2. Same prices, same time, same extraordinary spectacular variety of defunctives	

SCINATING FANTASY OF FIREWORKS ON THE HUDSON RIVER

City officials estimated that over 2 million people saw Macy's fireworks from the New York side of the Hudson River alone . . . the biggest pyrotechnic display within memory.



MACY'S YEAR OF CELEBRATION

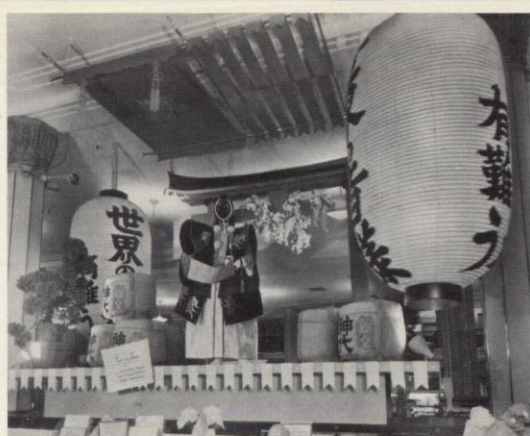
CONTINUED WITH

Thank You America

**. . . BECAUSE MACY'S IS
TRULY AN AMERICAN SUCCESS
STORY . . . SO ACCEPTED, SO
ESTEEMED THAT IT HAS BECOME A
SYMBOL AS WELL AS A STORE.**

This is how Macy's said Thank You, America . . . and how all America acclaimed Macy's.

All Macy's, inside and out, became a showcase for the products of the world, imported for Macy's customers.



Perle Mesta and Jack I. Straus greeted 27 costumed representatives of the free nations of the world.

Macy's comprehensive collection of fashions imported from all over the world was greeted with unprecedented praise by customers and press alike.

Thanks Heard Around the World

Macy's Offers International Fashion Show

Macy's "Thank You World" showing of fashions made around the world is not only a bright spot in their centennial celebration, but it is also a fabulous shopping opportunity for their customers.

Fashions are from the Orient, England and Ireland, and the Continent. From all sources, they show the new higher waist lines, short skirts, and easy silhouettes that are current. Fabrics and colors reflect their exciting origins, and costumes can be color coordinated to the last earring.

In Black and White.

From Austria, sports and ski clothes are in newsway black and white, the ski leotards matched by jacket or sweater trim, such as a "ski pink" pattern in a creamy white sweater with pink leotards.

Vienna sends smooth-knit dresses and suits, and hand knits for late day. Their jewelry is in exotic colors and iridescent effects, and there are tiny tiaras to conform to this year's European fashion for always wearing something in the hair.

Rich Brocades.

From Italy, dresses are of rich brocades, their high waistlines and big collars giving importance to the top of the figure. Coats are big and bulky, sportswear delightfully casual.

Not only pretty clothes come from Paris, but delectable hats to complete costumes.

Right: The covered look in black for evening, a made-in-France dress with deeply scooped neckline and folds that would be belatedly.



25 LANDS SALUTE MACY'S BIRTHDAY

Natives in Costume Parade Through Store to Dramatize Its Foreign Products

Natives of twenty-five countries, dressed in national costumes, paraded through the shopping aisles of Macy's in Herald Square yesterday to dramatize the international sources of some of the store's wares.

The participants were representatives from consular offices and other official bureaus here of Asia, Africa, Europe and South America. For luncheon, they were entertained in the executive dining room. Each member of the group rose to wish the store

THE NEW YORK TIMES, TUESDAY, SEPTEMBER 9, 1958.

Costumed Natives of 25 Nations Salute Macy's, at 100, on Foreign Trade Policy

Natives of twenty-five countries, dressed in national costumes, paraded through the shopping aisles of Macy's in Herald Square yesterday to dramatize the international sources of some of the store's wares.

The participants were representatives from consular offices and other official bureaus here of Asia, Africa, Europe and South America.

For luncheon, they were entertained in the executive dining room. Each member of the group rose to wish the store success on its hundredth anniversary, being celebrated this year.

The guest of honor was Mrs. Perle Mesta, former Minister to Luxembourg, who added her congratulations on "service to the world" to that of the store's 200th birthday. "We are doing all over the world," Mrs. Mesta pointed out that representatives of the planets.

YORK HERALD TRIBUNE

Paris Fete For Macy's Centennial Party Honors Ties to France

By Frank Kelley

From the Herald Tribune Bureau PARIS, July 28.—Macy's celebrated its 100th anniversary in Paris at a cocktail party and reception tonight at the Tour d'Argent restaurant here on the River Seine. Rowland H. Macy

in 1858. The New

at the assisted by Miss Macy's buyers and buyers at which Mr. "We join in a toast to our many friends, we toast beauty, her tailoring imagination."

Other Items of Macy buyers from France and a gathering items fall display at the theme, "World." buyers present the Misses Ada Simon and Simon, American vice-president of one of the Macy's was there, too, Rita Nilan, buyer office was represented by Rysiger, manager, and Miss Mest market repre-

Middle East Pilgrims at Lourdes

MACY'S SAYS THANK YOU, WORLD. We started our 100th Anniversary in January by saying Thank You, New York. In the Spring we said Thank You, America. And all of this led to . . . Thank You, World. How do we say it? By bringing you a world of beautiful things from all over the world. **TOMORROW MACY'S BECOMES THE CROSSROADS OF THE WORLD.** Tomorrow you will see the native crafts of the Far East side by side with sophisticated European fashions, the modern designs of Scandinavia elbow to elbow with the legendary past of South America, hand-made wares of the old world along with machine-made marvels of our own United States. For over a year now, the creative people of Macy's have been traveling the world; designers, merchants, decorators. **THESE MODERN MARCO POLOS HAVE SHOPPED FOR YOU** in the famous market-places . . . and little villages and all-but-forgotten towns . . . always seeking out the characteristic, the unique in each country. If you spent the rest of your life traveling, you wouldn't see as many of the wonderful things the people of the world produce as you can see tomorrow at Macy's . . . when Macy's says **THANK YOU, WORLD, FOR THE WORLD OF THINGS WE ENJOY.**



The full-page newspaper ad that said Thank You, World, for the world of wonderful things we enjoy.

A few of the hundreds of telegrams and cablegrams sent to Macy's from all over the world for Macy's Thank You, World, celebration.



... and then Thank You World

**WHEREVER MACY
REPRESENTATIVES TRAVELED . . .
IN PARIS SALONS, IN ENGLISH
MILLS, IN ITALIAN FACTORIES, IN
ORIENTAL BAZAARS, AND ALL
OVER THE WORLD . . . THEY
FOUND THAT NEWS OF MACY'S
100TH ANNIVERSARY HAD TRAV-
ELED BEFORE THEM.**

And while Macy's thanked the world for the wonderful things it produces, the world was eager to thank Macy's for being the great market for its products.

CHAIRMAN JACK STRAUS OSAKA FOREIGN TRADE INSTITUTE ALSO
FEDERATION OF FOREIGN TRADE PROMOTION INSTITUTES OF JAPAN
CONGRATULATE YOUR HUNDRETH ANNIVERSARY MOST SIGNIFICANT
YEAR THAT JAPAN AMERICA TREATY SIGNED STOP THROUGH YOUR
SERVICES ACROSS THE SEA JAPAN'S EXPORT OF QUALITY GOODS
COMPLEMENTAL TO AMERICAN CONSUMERS INCREASED STEADILY
APPRECIATION AND THANKS HARUO KONDO DIRECTOR YAROKU
KATAYAMA GENERAL SECRETARY

FOR THE CENTENARY FOUNDATION OF YOUR NEW YORK HOUSES
LISBON CHAMBER OF COMMERCE PRESENTS YOU BEST CONGRATULATIONS
ELISIO VILACA PRESIDENT

BEST AND SINCEREST CONGRATULATIONS FOR YOUR CENTENARY
DURAO FERREIRA INSTITUTO PORTUGUES DE CONSERVAS DE PEIXE

PER INAUGURAZIONE FIERA INTERNAZIONALE MACY ORGANIZZATA NEL
QUADRO PROGRAMMA (THANK YOU WORLD FOR A WORLD OF FASHION)
SONO LIETO INVIALE IN OCCASIONE CENTENARIO VOSTRA SOCIETA
MIO CORDIALE SALUTO MINCOMES DI PALCO

HAPPY TO CONGRATULATE YOU ON YOUR CENTENARY AND TO SEND
YOU MY BEST WISHES FOR INCREASING SUCCESS FOR YOUR WORLD
KNOWN FIRM HOPE PRETTY GOOD RELATIONS BETWEEN US CONTINUE
CUNCHY OBELOOM

CONGRATULATIONS ON YOUR HUNDRED ANNIVERSARY WE THANK YOU
AND YOUR FIELD OFFICES FOR PLEASANT COOPERATION STOP MAY
THE NEXT HUNDRED YEARS BE JUST AS PROSPEROUS AND HAPPY
FEDERATION OF DANISH INDUSTRIES INDUSTRIRADET

WE BEG TO RECEIVE OUR CONGRATULATIONS TO 100 YEARS OF ASCENT
AND DEVELOPMENT OF YOUR ENTERPRISE AND WISH A SUCCESSFUL
COLLABORATION WITH OUR GLASS PRODUCERS IN FUTURE CHAMBER
OF COMMERCE OF SLOVENIE



From this little store that opened in 1858 the Macy Corporation has grown. Macy's Herald Square, the world's largest store, serves the world's largest city and, with its 5 large branches in 5 fast-growing counties, draws its customers from the entire New York metropolitan area of 16 million people.



MACY'S NEW YORK



ROOSEVELT FIELD, N. Y.



WHITE PLAINS, N. Y.



FLATBUSH, N. Y.



JAMAICA, N. Y.



PARKCHESTER, N. Y.

HERALD SQUARE, N. Y.

THE LASALLE & KOCH COMPANY



**TOLEDO
OHIO**



**BOWLING GREEN
OHIO**



**TIFFIN
OHIO**



**SANDUSKY
OHIO**

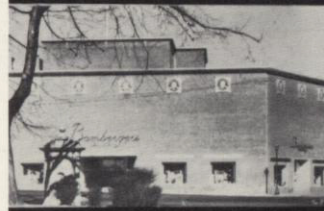


**FINDLAY
OHIO**

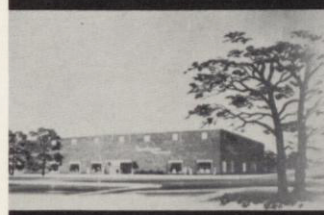
BAMBERGER'S NEW JERSEY



**NEWARK
N. J.**



**MORRISTOWN
N. J.**



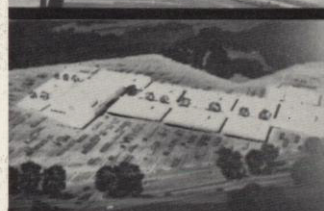
**PLAINFIELD
N. J.**



**PRINCETON
N. J.**



**PARAMUS
N. J.**



***MENLO PARK
N. J.**



**EATONTOWN
N. J.**

MACY'S CALIFORNIA



**SAN FRANCISCO
CALIF.**



**RICHMOND
CALIF.**



**SAN RAFAEL
CALIF.**



**HILLSDALE
(San Mateo)
CALIF.**



**VALLEY FAIR
(San Jose)
CALIF.**



**BAY FAIR
(San Leandro)
CALIF.**

MACY'S MISSOURI-KANSAS

KANSAS CITY
MO.



JOPLIN
MO.



WICHITA
KAN.



MISSION
KAN.



*63RD AND TROOST
(Kansas City) MO.



ATLANTA
GA.



AUGUSTA
GA.



MACON
GA.



COLUMBUS
GA.



ATHENS
GA.



*LENOX SQUARE
(Atlanta) GA.



COLUMBIA
S. C.



SEA ISLAND
GA.



One-seventh of the nation is in Macy's trading area, within easy reach of a Macy store. Each Macy Division centers around a major store in a major consumer market and is surrounded by strategically placed branches in rapidly expanding urban and suburban communities.

A continuing program of modernization and building has kept Macy's 8,500,000 square feet of store facilities completely up-to-date. By 1960, four more branch stores will be opened . . . another 665,000 square feet. Additional branches are under consideration, since Macy's is always looking for opportunities for profitable expansion.

*Stores under construction or in planning.

A year of celebration



Macy's 100th Anniversary

A year of celebration



Macy's 100th Anniversary

A year of celebration



Macy's 100th Anniversary

A year of celebration



Macy's 100th Anniversary